



# Advancing Healthcare

Through Leadership and Collaboration

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# Advancing Healthcare

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Improving medicine through innovative technologies is a founding principle of Siemens Medical Solutions. Since 1877, Siemens has worked with our customers to transform patient care, advance medical practice, and promote lifelong wellness.

Today, a mobile population, cost concerns, chronic disease, an emphasis on wellness and prevention, and national initiatives are all combining to continue the shift from managing discrete episodes of care to coordinating care for an individual across all episodes, in any setting, for a lifetime. As a result, more attention is being paid at the highest level of our government and throughout the industry to the value information technology (IT) brings to improving healthcare. Our nation's leaders now realize that healthcare IT (HIT) helps make transformation to a more intelligent and cohesive care delivery system achievable and sustainable and are advocating a broad range of initiatives to enable this change. The outcomes of these initiatives will dramatically impact our customers.

“With Siemens as our partner, we are confident we can meet new challenges that arise in the industry. Their level of commitment to advancing healthcare and leadership in the initiatives that matter most is exceptional.”

Becki Weber

Vice President of Information Technology, Meridian Health, Neptune, NJ

At Siemens, we are committed to company-wide participation in helping to make HIT-based transformation a reality. We believe that being on the forefront, representing our customers’ needs and applying our experience and knowledge to help shape the outcomes, is a sound investment in the future. Because of this commitment, our customers can feel secure knowing their voices are being heard and that our solutions will adapt to meet the changing requirements of the industry.

Our track record demonstrating excellence in leading industry initiatives such as HIPAA, Y2K, Patient Safety, and others, is resounding proof of our ability to help our customers and prospects meet new industry requirements. Our leadership role will continue to keep pace with the impact new requirements will have on the systems that support our customers.

Siemens is committed to supporting our customers through the changing healthcare environment. Our customers are at the center of everything we do, and our leadership in industry initiatives is a reflection of our commitment to helping them succeed.

## Our Vision

Our vision is one in the same with our customers’ — a revolutionary vision of care delivery with escalating achievements in:

- Patient safety
- Operational efficiency
- Clinical outcomes

To execute this vision in partnership with our customers, we are investing now in near-term deliverables — while staying abreast of the developments and potential changes to the healthcare industry — to ensure our solutions support our customers as the environment changes. We are doing this by:

- Investing in our current solution set
- Taking a leadership role in the key industry organizations and initiatives influencing and shaping the future
- Incorporating what we’ve learned from these efforts in our planning, development, marketing, and communications activities
- Leveraging our long history of innovation and experience, the depth and breadth of our portfolio, and our financial strength and backing

## A Driving Force in the Industry

At Siemens, we're continuing our long history of applying our knowledge and experience to the leadership of many organizations shaping the future of healthcare. Our executives and subject matter experts hold leadership positions in these organizations and provide expertise on a wide range of industry topics.

- Advanced Medical Technology Association (AdvaMed) – Member
- American College of Healthcare Executives (ACHE) – Premier Partner
- American Health Information Community (AHIC) – Quality Workgroup
- American Health Information Management Association (AHIMA) – Leadership Circle Corporate Partner and Chairperson, AHIMA 2007
- American Hospital Association (AHA) – Platinum Sponsor
- American Organization of Nursing Executives (AONE) – Sponsor
- Center for Health Transformation – Corporate Partner
- Certification Commission for Healthcare Information Technology (CCHIT) – Board of Commissioners and Members on the Security, Interoperability, and Inpatient Functionality workgroups
- College of Healthcare Information Management Executives (CHIME) – Foundation Member
- Connecting for Health – Steering Committee
- eHealth Initiative – Leadership Council
- Health Management Academy – Sponsor, CMO Forum, CEO Forum, CNE Forum, and CFO Forum
- Healthcare Financial Management Association (HFMA) – Diamond Sponsor
- Healthcare Information and Management Systems Society (HIMSS) – Board of Directors and Diamond Sponsor
- HIMSS Electronic Health Record Vendors Association (EHRVA) – Chairperson
- National Patient Safety Foundation (NPSF) – Corporate Council Member
- North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA) – Executive Board



## Advocating Changes that Advance HIT-based Health Transformation

As the value of HIT continues to gain national prominence, Siemens is responding by committing to help bring the HIT-based transformation to life. On behalf of our customers, Siemens takes a leadership position on issues of public policy that affect HIT. We have close relationships with numerous advocacy groups that monitor and lobby for legislation that advances HIT adoption. As part of Siemens government relations, we engage a lobbyist in Washington, DC. We also work through other organizations such as HIMSS Advocacy, eHealth Initiative, AdvaMed, and Center for Health Transformation. By working with these organizations we stay abreast of proposed legislation and regulations that impact our products and customers, enabling responsive and influential involvement. We provide input and content for legislation as it is being formulated. In addition, the Siemens Regulatory Council assesses the impact of legislation on our business processes and products to ensure timely compliance with regulations.



## Building Patient Safety and Quality Solutions that Help our Customers Lead the Industry

Patient safety and quality care are at the core of the emerging system of health delivery. Initiatives such as the Institute for Healthcare Improvement's (IHI) 100,000 Lives Campaign and those of the National Patient Safety Foundation are reinforcing the importance of these issues. Siemens is proud of our customers as they continue to receive recognition for leading industry initiatives, having won numerous industry awards for their efforts in patient safety, quality, information exchange, and outstanding performance. Siemens understands that IT is fundamental to the successful implementation of many programs and the ability to analyze and monitor clinical performance. Siemens regularly shares information with our customers about the technology solutions and best practices that can assist them in meeting many of these quality and safety initiatives. The best indicator of our success is the success of our customers, and we continue to partner with them to achieve a level of prominence in the industry.

## Advancing Medical Practice through Electronic Health Records

The development of an electronic health record (EHR) is a logical extension of Siemens historical innovations in the arena of healthcare transformation and clinical workflow. As an industry leader serving more than 5,000 healthcare organizations in 20 countries, Siemens has an interest and an obligation to make a difference in advancing the EHR. With an existing health information network that stores information on more than 106 million individuals — 37% of the US patient population — few companies are better positioned to lead the EHR effort in the marketplace today. Siemens combines systems, technology, and services throughout the healthcare spectrum — ranging from workflow management to diagnostic and therapeutic technologies — to provide EHR functionality.

As we did in anticipating HIPAA requirements, Siemens established a foundation for the EHR in the US that precedes the current national wave of awareness. We have been introducing technology to transform healthcare delivery since our founding and we've been on the forefront of the healthcare landscape as a leader in the national and industry initiatives forming the EHR. Our combination of portfolio strengths, healthcare experience, and industry participation offers a unique contribution to advance EHR adoption. Siemens is committed to collaborating with our customers and the industry to shape the solutions, standards, processes, and supporting infrastructure to make the EHR a reality.

Siemens is also helping to lead efforts to create a mechanism for the certification of EHRs, having executives selected to participate on the Board of Commissioners for CCHIT and in three CCHIT workgroups. And, we have implemented a proven internal infrastructure that will help ensure our EHR solutions obtain CCHIT certification.

## Recent Customer Award Winners

- **The Chester County Hospital**, West Chester, PA – 2006 Gold Winner of the North American Global Excellence in Business Process Management and Workflow Award
- **Universal Health Services, Inc.**, King of Prussia, PA – 2006 College of Healthcare Information Management Executives (CHIME) Collaboration Award
- **St. Luke's Health System**, Boise, ID – 2006 Microsoft Healthcare Users Group (MS-HUG) Hospital of the Year
- **Meridian Health**, Neptune, NJ – 2005 John M. Eisenberg Innovation in Patient Safety and Quality Award
- **The Heart Center of Indiana**, Indianapolis, IN, and **Nebraska Heart Institute**, Lincoln, NE – 2005 Health Imaging Top 10 Connected Heart Hospitals

**“Achieving a single set of standards is vital to the continued evolution of healthcare. Siemens recognizes this need and shares our level of urgency. They are leaders in standards development and can help us get to where we want to be.”**

Reid Coleman, MD, Medical Director – Lifespan, Providence, RI

## Connecting Communities to Improve Care

Achieving an EHR requires the sharing of clinical information through secure electronic communications between all parties across the continuum of care. To that end, significant increases in community connectivity and health information exchange (HIE) initiatives are occurring throughout the US. These initiatives are focused on developing health information infrastructures to improve the care provided in our communities and ultimately to help form the National Health Information Infrastructure (NHII).

With the healthcare consumer as the focal point, Siemens provides the infrastructure to connect the different parts of the health system to each other. Immediate, secure, electronic communications among the entire healthcare community help to enhance the overall health of the population, improve collaborative care, and control healthcare expenses.

Various methods and approaches for implementing HIE are being developed, but clearly there is no one solution that fits all. As the models for connectivity are evolving, Siemens is working with our customers to facilitate their connections to the various initiatives and incorporate the industry standards necessary to support interoperability.

## Achieving a Single Set of Interoperability Standards that Connects Healthcare

Enabling the exchange of health information requires an incremental, strategic approach to interoperability. It takes time, and must be managed accordingly. As a leader in international standards development and implementation, Siemens recognizes the long-term commitment required to achieve a single set of standards. Our experts actively lead and participate in key standards organizations such as HL7, ASTM, DICOM, X12N, ISO, IEC, IHE, and WEDI. To help ensure our products will adapt to standards as they emerge and change, Siemens invests in standards development as a core principle of doing business. We adopt standards that build on our customers' current HIT investments so that it's easy for them to upgrade their systems to take advantage of new standards. Understanding our customers' integration needs and working with them as they implement standards-based applications is essential to achieving value in the exchange of health information.

Siemens is aggressively working to use standards to further the level of interoperability for our customers and within the healthcare industry. To that end, we are executing a strategy that will further help drive the industry toward interoperability more quickly and efficiently, and will help support our customers throughout the process.



## Helping Achieve Optimum Reimbursement

The drive to transform healthcare is dependent on the right financial incentives to motivate change. Throughout the transition to new financial system requirements, Siemens remains committed to helping our customers achieve optimum allowable reimbursement. From DRGs to HIPAA, and going forward, claims attachments and ICD10, our experience and knowledge of the end-to-end processes influencing the revenue cycle and financial systems have helped our customers improve their financial viability. Emerging initiatives, such as Pay-for-Performance and Transparency, are being prepared for today as we partner with our customers to enhance their ability to collect data, then analyze, monitor, and improve their performance. Our solutions help enhance clinical workflow and provide the infrastructure to capture measurement data, which helps promote greater efficiencies in the care delivery process as well as the achievement of positive clinical outcomes. The role for technology in these efforts is just beginning to be recognized and will increasingly be seen as vital to the success of these types of initiatives.

**At Siemens, we're continuing our long history of transforming healthcare through the use of health information technology. We have partnered with our customers to support their efforts to improve the quality and efficiency of their organizations, and we have achieved proven outcomes to show our combined success. Now, as the nation and the industry are collaborating to improve the quality and efficiency of healthcare across the US, our customers can continue to rely on Siemens to help them achieve outcomes in patient safety and efficiency through transformed medical practice.**

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